

**COUGAR BOOSTER CLUB**  
*Annual General Meeting*  
**December 14, 2010**  
**Mount Royal University, Room W227**



## **Meeting Minutes**

### Attendees:

Jean Jarrell	Chris Dawe
Dana Kirchmaier	Courtney Warren
Dexter Nelson	Jean LaForest
Tino Fusco	Marc Dobell
Joe Enevoldson	Jim Jarrell
Kimmo Korvela	Sandra Lamb
Karla Karch	Shawn Sky

### Regrets:

Cory Letendre  
Bob Tutt

---

### **1. Call to Order**

Meeting commences at 6:55 p.m.

### **2. Introductions, attendance and verification of membership and voting privileges**

### **3. Old Business**

#### **a. Approval of minutes for December 1, 2009 Annual General Meeting**

- Names misspelled- Jean Jarrell and Roland LaHaye
- "Athletes that worked the casino receive \$100 each" needs to be reworded
- **Motion:** Athletic programs that supplied student-athlete volunteers for the casino will be compensated \$100/student-athlete.  
*Chris moves, Dexter seconds, all in favour*
- *Kimmo moves that the minutes be approved, Marc seconds, all in favour*

#### 4. Reports

##### a. President's Report

- See attached

##### b. Golf Classic Report

- Courtney is still working on writing up the report. She will send the finished report to Cougar Booster Club members soon.

##### c. Approval of the Financial Statements- Year End

- See attached
- Karla is to follow-up with Bob re: invoicing for endowment, etc., disbursements of the golf classic, placement of casino and travel money correctly shown.
- It was agreed upon that the word "audited" is to be struck from the financial statements and approved as such.
- *Dexter moves to approve the financial statements- year end, Joe seconds, all in favour*

#### 5. New Business

##### a. 2010-2011 Budget

- See attached
- The Club has lost access to majority of operating funds
- Concern of where to get money for future operations
- 10% of casino and golf classic is discrepancy money
- Meeting of the Executive to decide on role of the Club
- **Motion:** For the President, Past President, Treasurer, Secretary and Athletics Manager to organize a planning session to discuss the future of the Club.  
*Jim moves, Dexter seconds, all in favour*
- **Action item:** For these individuals to consider the budget during this planning session.

##### b. Club Communication

###### i. Constant Contact

- Pros and cons of using this marketing tool were discussed
- *Shawn moves the Club stops using Constant Contact, Karla seconds, all in favour*

###### ii. CBC web page update

- Frustrations of the lack of sustainability and maintenance were expressed
- Discussed options of using Dreamweaver or setting the website up with CMS
- Tino has experience with web design

- **Motion:** For Tino to be given access to the website files in order to see if he will be able to update and maintain the website.  
*Shawn moves, Karla seconds, all in favour*
- **Action item:** For Dana to provide Tino with the files and put him in contact with Kyle Henry who used to do the updates and maintenance.

iii. [info@cougarboosterclub.ca](mailto:info@cougarboosterclub.ca)

- This e-mail address is used for communication to all Club members and is to be recognized as such

c. **2011 Casino- June 14 & 15 at Cash Casino**

- Casino application and forms to be completed and submitted by Kimmo for approval by advisors
- The Club's members will be contacted first to volunteer for the casino fundraising, followed by the various Cougar athletic programs

d. **Fundraising Activities- suggestions and proposals**

- Skipped over as it was moved that the Executive is to organize a planning session to discuss such items

e. **Bylaw Revisions**

- Amendments to the order of elections  
Odd- President, Director 1, Director 3  
Even- Secretary, Treasurer, Director 2, Director 4
- *Sandra moves to approve the bylaws as amended, Karla seconds, all in favour*
- **Action item:** Karla to make these amendments in the most recent bylaws then take to Brian Fleming for his approval followed by approval from Alberta Corporate Registries.

f. **Election of Officers**

- Even year, therefore Secretary, Treasurer, Director 2 and Director 4 two-year terms are up
- All Club members have been asked to recruit for the Secretary position
- Bob to remain as Treasurer
- Kimmo has committed to another two-year term as Director 2
- Dexter has committed to another two-year term as Director 4

g. **Men's Volleyball Request for Funding**

- Shawn presented a proposal to request funding from the Club to pay for the expenses of flying in possible recruits for the future Men's Volleyball team.
- This proposal is referred to the established procedure for a coach to submit a written request to be reviewed by the Executive of the Club.

6. **Adjournment**

- *Karla moves, Kimmo seconds, all in favour; adjourned at 9:15 p.m.*

**COUGAR BOOSTER CLUB**  
***Annual General Meeting***  
**December 14, 2010**  
**Mount Royal University – Room W227**  
**6:30 - 9:00 pm**

**AGENDA**

1. Call to Order
2. Introductions, attendance and verification of membership and voting privileges
3. Old Business
  - a. Approval of Minutes for December 1<sup>st</sup>, 2009 Annual General Meeting
4. Reports
  - a. President's Report
  - b. Golf Classic Report
  - c. Approval of the Audited Financial Statement – Year End
5. New Business
  - a. 2010-2011 Budget
  - b. Club Communication
    - Constant Contact
    - CBC Web Page update
    - Info@cougarboosterclub.ca
  - c. 2011 Casino – June 14 and 15 at Cash Casino
  - d. Fund Raising Activities – suggestions and proposals
  - e. Bylaws Revision
  - f. Election of Officers
  - g.
  - h.
  - i.
  - j.
  - k.
6. Adjournment

## **Cougar Booster Club**

### **Annual General Meeting**

**December 14, 2010**

**Mount Royal University Calgary, Alberta**

### **President's Report Presented by Jean Jarrell**

I took over the President's position of the Cougar Booster Club in March 2010 and have enjoyed the many experiences and challenges that the position has provided for me. The Club Board of Directors has been involved in a variety of activities and initiatives over the past 10 months as we continue to build on the solid base developed by previous membership.

#### **Marketing**

Approximately a year ago, the Cougar Booster Club was very involved in working with Techbent to rebrand the club and develop many ways to improve exposure, communication, marketing and increased awareness of the Club. These initiatives included designing a website, developing a club logo, tagline, and slogan that were then to be used on various marketing tools.

We have continued to build on these marketing opportunities and have purchased banner signs with graphics of Cougar student-athletes and promotional information, and a table throw with the Cougar Booster Club identification both of which are to be used at display tables at games and events. Also purchased were pens with the logo as give-aways, posters, padfolios with an embossed emblem for new members, letterhead, professional membership application forms and digimats for student-athletes. A graphic of our logo is now appearing on most printed documents.

The display table with Club membership information was set up at the 2010 Cougar Night, the Wall of Fame Induction ceremony and during the Alumni Weekend at both the basketball and volleyball games. The display was also set up at a Stampeders Football Game in August.

#### **Membership**

A great deal of time has been spent, particularly by Dana Kirchmaier, trying to sort out and update an active, paid members list with contact information. This information has been divided into several different categories.

One category is active paid members (including Board of Directors).

A second category identifies coaches and employees who are welcome to attend the Annual General Meeting and vote if they have paid the Cougar Booster Club registration fees. Although coaches are not eligible to hold positions as directors on the Board of Directors they are valued consultative guests at specific board meetings throughout the year.

A third category refers to primarily alumni student athletes , university or community people who have an interest in promoting the goals and values of Cougar Athletes and individuals who have made very significant contributions to the club and/or Cougar Athletics including those who have been inducted onto the Wall of Fame

A fourth category of members are retired student athletes, University officials and community supporters who have been given honorary Cougar Booster Club membership.

Effort has been made to solicit new members to join the Cougar Booster Club but this has met with marginal success. This is an area that the Club needs to continue to focus on in the very near future. Membership fees are reasonable and more dedicated members are crucial to fill positions on the Board of Directors and to support various activities and initiatives that the club should undertake.

The Club has also attempted to simplify and streamline the process of completing a membership application form, paying the fees and receiving the membership card and gift. An attractive membership form has been designed and this is to be completed and sent with the fees to the Treasurer. This director then sends the information to Dana who is maintaining club membership records on a database. We are gaining a better understanding of who are registered members and their contact information.

When an individual joins the Cougar Booster Club he or she receives a padfolio embossed with the Cougar Booster Club logo and a temporary membership card and welcome letter. The temporary card allows the holder free access to any Cougar athletic event, 25% off a MR Recreation membership and admission to other Cougar Booster Club events. New members are encouraged to visit the MR Customer Service desk and obtain a permanent plasticized membership card with their picture and club logo.

## Administration

The Cougar Booster Club hired Dana Kirchmaier on a part time contractual basis and her help and contribution with many aspects related to administration have been invaluable. Having her help and expertise has been paramount in the club moving forward administratively. Dana has a Bachelor of Applied Business and Entrepreneurship – Sport and Recreation from Mount Royal University and did some directed studies field work with the club prior to graduating. Dana's youth, talent, marketing, communication and computer skills are a welcomed addition to the abilities of those on the Board of Directors

Work has been done by a committee of Jim Jarrell, Dexter Nelson and Jean Jarrell to revise and update the Cougar Booster Club Bylaws. Dana Kirchmaier was extremely helpful in the process as we worked through many drafts that needed to be formatted and typed. It is felt that the revised Bylaws will offer better structure and direction for the club. The committee's final draft is to be presented to the General Members for consideration of adoption. After this occurs the new draft must be approved by Mount Royal University then sent to the Corporate Registries for final approval.

Attempts have been made to encourage frequent communication between General Members and the Board of Directors and to keep everyone informed of club activities as well as to request input and opinions whenever possible. In order for this frequent communication system to be effective, it is important for all members to commit to offering quick and constructive responses.

The newest administrative challenge for the Club will involve updating and modifying the Affiliation Agreement between Mount Royal University and the Cougar Booster Club. Brian Fleming, Vice President of Student Affairs has offered to lead this activity.

The next challenge administratively will be to produce a Policies and Procedures document. There are many motions that have been passed at various meetings; however these need to be formulated into one document for easy reference by all members.

## Communication

Communication continues to be an ongoing challenge for the Cougar Booster Club. As part of the work done by Techbent, a Cougar Booster Club website was set up. I believe the arrangement was to have an individual in the Cougar Athletic office maintain the website with input from the Cougar Booster Club members. Because of this plan, the Dreamweaver program was used to set up the website as that was the program used by the Cougar Athletic individual. However last spring it was decided that the Athletic Department individual did not have time to maintain the club website. The Board of Directors voted to provide funds to hire someone part time to maintain the website.

It seemed like a good plan and we then decided to "share" the individual with the Alberta Sports Development Centre through Reid Bilbin as we would have access to their computer and a method of being billed infrequently. A contract was drawn up between the Cougar Booster Club and the Alberta Sports Development Centre and that had to be approved by the legal department at MRU. This contract was sent to the MRU department the middle of October and we still have not received an answer regarding the status of this document.

The computer available to use through this arrangement does not have Dreamweaver on it, nor is the potential maintenance person familiar with the program, although ready to learn.

Thus at this point we have a website that we cannot access to update and maintain. We have contacted Jen Aubin at Techbent who is trying to find another way that we can have easy access to the website for maintenance and she has requested quotes from a couple of companies and we are still waiting hear back.

“Constant Contact “was an arrangement we were sharing with Cougar Athletics where they would send out game results, and such things as stories of the Athlete of the week. The Cougar Booster Club could also use this site to send out newsletters, announcements, stories etc. However since I became President, I do not think the club has used this source. There are several advantages to using this tool for mass communication and the cost is fairly minimal – we think it would be about \$22.00 per month. However the contract has lapsed as it had to be prepaid on a yearly basis and the CBC membership needs to decide if they wish to pay for and use this communication service.

## Events

A very successful Cougar Classic golf tournament was held in August at the Pineridge Golf Course. Courtney Warren from the Athletic Department stepped up to chair the organizing committee as we were unable to convince Cougar Booster Club members to take a leadership role in organizing this important event. Thanks to those Booster Club members who contributed to the organization of the golf tournament. The Board passed a motion at their last meeting to have Mount Royal University through the Cougar Athletics Department take over hosting this event.

On November 25<sup>th</sup> the Wall of Fame was completed and dedicated as five people were inducted. Builders were Al Bohonus and Don Stouffer, coaches were Gary Koroluk and Jack Kenyan and the athlete was Sharlene Marschall.

The wall is very attractive and has been the source of many very positive comments. The actual dedication ceremony and reception were lovely and well attended.

Thank you and congratulations to everyone involved in making this dream a reality.

November 26<sup>th</sup> and 27<sup>th</sup> basketball, volleyball and hockey games were all dedicated as Alumni games. There was an attractive display of pictures, a decorated gym and a reception area on the triple gym track for alumni. Everything was lovely however there were only a few alumni present – some from many years ago and some from very recent teams. Only a few Cougar Booster Club members were present during the week end activities. We set up an information table for the Booster Club in the reception area and received some inquiries and people took application forms. Perhaps these types of Alumni events might be an area that the Cougar Booster Club could take a more active role in organizing and encouraging in order to increase participation of club members and student-athlete alumni.

We have been awarded a casino on June 14<sup>th</sup> and 15<sup>th</sup> 2011 at the Cash Casino in Calgary. This is our opportunity to earn necessary money for the operation of the club and to provide support to the Cougar Athletic program. In order to run a Casino, volunteers are needed and Kimmo Korvela has offered to lead this event. All members will be asked to commit to a shift or two to ensure we are able to run the casino effectively.

## Future Goals

An increased number of active members are critical to the success of the Cougar Booster Club. Manpower is needed to carry out various activities particularly those that are related to fund raising and to the promotion and marketing of the Cougar Booster Club initiatives.

The Club needs to have individuals willing to serve as members of the Board of Directors in all positions. Commitment and dedication of Board members is extremely important if the operations of the club are to continue to grow in a significant and timely way.

Successful fund raising activities must be undertaken in order to provide needed funds to support various initiatives of Cougar Athletics – such as scholarships, extraordinary travel, etc. It is also necessary to provide operational funds for the Cougar Booster Club to continue to grow. The club needs to find new and creative ways to raise money and total membership involvement in working toward this goal is critical.

The club needs to find ways to market and promote its goals and objectives through exposure, branding, and visibility within Mount Royal University and the Calgary community in general.

Greater team work between the Cougar Booster Club and Cougar Athletics in organizing events and marketing initiatives should be encouraged.

Various departments within Mount Royal University must show a greater commitment to support the Cougar Booster Club by working with the club in an efficient and timely way to insure that activities and initiatives can move forward.